

IN THE CLAIMS

- 1-32. (Cancelled)
33. (Canceled)
34. (Currently amended) The method of claim ~~56~~ 33, wherein the step of searching searches said database for products or services that matches closest to said selected product/service criteria.
35. (Currently amended) The method of claim 33 ~~56~~, further comprising the step of ~~entering~~ anonymously receiving one or more new product/service criteria from ~~by~~ said consumer if it is determined that no product or service in said database satisfies said selected product/service criteria; and wherein the step of searching searches said ~~product~~ database for products or services in said product/service category based on said new product/service criteria.
36. (Currently amended) The method of claim 33 ~~56~~, further comprising the steps of:
selecting one or more products or services from said ranked list by said consumer;
retrieving product/service information for said selected products or services from said database;
displaying product/service information of said selected products or services on ~~said~~ a processing device associated with said consumer; and
storing said selected products or services in said database as market research data of consumer preferences while preserving the privacy of said consumer.
37. (Currently amended) The method of claim 33 ~~56~~, ~~wherein the step of selecting one or more product/service criteria includes the steps of:~~
displaying a list of product/service criteria for selection by said consumer; and

~~selecting~~ further comprising the step of anonymously receiving a range for each product/service criteria selected by said consumer, such that no information identifying or specific to said consumer is received or collected.

38. (Previously presented) The method of claim 36, wherein the step of displaying product/service information includes the steps of:

displaying said selected products or services on said processing device; and

controlling the display of said selected products or services by said consumer to enable said consumer to virtually investigate or examine said selected product or services.

39. (Previously presented) The method of claim 36, wherein the step of displaying product/service information includes the steps of:

generating a virtual representation of said consumer in accordance with information received about the physical characteristics of said consumer;

displaying said selected products along with said virtual representation of said consumer to provide virtual display of said selected products; and

controlling said virtual display by said consumer to enable said consumer to virtually investigate and test the fit of said selected products using said virtual representation of said consumer.

40. (Currently amended) The method of claim ~~33~~ 56, further comprising the steps of:

anonymously receiving ~~selecting~~ additional product/service criteria from ~~by~~ said consumer;

searching said database for products or services in said product/service category based on said selected product/service criteria and said additional product/service criteria;

ranking ~~displaying a list of~~ products or services related to said selected product/service criteria and said additional product/service criteria ~~on said processing device, said list being ordered~~ in accordance with said ranking parameter; and

storing said additional criteria ~~in said database~~ as market research data of consumer preferences, thereby anonymously obtaining market research data based solely on consumer's explicit selections without receiving or collecting information identifying or specific to said consumer to preserve while preserving the privacy of said consumer.

41. (Currently amended) The method of claim 33 56, wherein said database includes advertisements and further comprising the steps of:

selecting an advertisement from said database in accordance with said selected product/service criteria; and

displaying said advertisement along with said ranked list on ~~said a~~ processing device associated with said consumer.

42. (Currently amended) The method of claim 56, ~~41, wherein said database comprises a product database having product/service information, a marketing database having consumer preferences, and an advertisement database having advertisements; and wherein the step of searching searches said product database for products or services in said product/service category based on said selected product/service criteria; wherein the step of storing stores said selected product/service criteria and said ranking parameter in said marketing database as market research data of consumer preferences while preserving the privacy of said plurality of consumers; and wherein the step of selecting the advertisement selects~~ further comprising the steps of selecting an advertisement from said an advertisement database in accordance with said selected product/service criteria and displaying said advertisement along with said ranked list on a processing device associated with said consumer.

43. (Currently amended) The method of claim 33 56, further comprising the step of generating a report indicating a consumer trend from said market research data of consumer preferences ~~in said database~~ for a product/service category selected by an operator.

44. (Cancelled)

45. (Cancelled)
46. (Currently amended) The computer readable medium of claim 45 58, wherein said code further comprises instructions for searching said database for products or services that matches closest to said selected product/service criteria.
47. (Currently amended) The computer readable medium of claim 45 58, wherein said code further comprises instructions for:
anonymously receiving ~~entering~~ one or more new product/service criteria from ~~by~~ said consumer if it is determined that no product or service in said database satisfies said selected product/service criteria; and
searching said ~~product~~ database for products or services in said product/service category based on said new product/service criteria.
48. (Currently amended) The computer readable medium of claim 45 58, wherein said code further comprises instructions for:
selecting one or more products or services from said ranked list by said consumer; retrieving product/service information for said selected products or services from said database;
displaying product/service information of said selected products or services on ~~said a~~ processing device associated with said consumer; and
storing said selected products or services in said database as market research data of consumer preferences while preserving the privacy of said consumer.
49. (Currently amended) The computer readable medium of claim 45 58, wherein said code further comprises instructions for anonymously receiving ÷
~~displaying a list of product/service criteria for selection by said consumer; and~~
~~selecting~~ a range for each product/service criteria selected by said consumer, such that no information identifying or specific to said consumer is received or collected.

50. (Previously presented) The computer readable medium of claim 48, wherein said code further comprises instructions for:
- displaying said selected products or services on said processing device; and
 - controlling the display of said selected products or services by said consumer to enable said consumer to virtually investigate or examine said selected products or services.
51. (Previously presented) The computer readable medium of claim 48, wherein said code further comprises instructions for:
- generating a virtual representation of said consumer in accordance with information received about the physical characteristics of said consumer;
 - displaying said selected products or services along with said virtual representation of said consumer to provide virtual display of said selected products; and
 - controlling said virtual display by said consumer to enable said consumer to virtually investigate and test the fit of said selected products using said virtual representation of said consumer.
52. (Currently amended) The computer readable medium of claim ~~45~~ 58, wherein said code further comprises instructions for:
- anonymously receiving ~~selecting~~ additional product/service criteria from ~~by~~ said consumer;
 - searching said database for products or services in said product/service category based on said selected product/service criteria and said additional product/service criteria;
 - displaying a list of products or services related to said selected product/service criteria and said additional product/service criteria on said processing device, said list being ordered in accordance with said ranking parameter; and
 - storing said additional criteria in said database as market research data of consumer preferences, thereby anonymously obtaining market research data based solely on consumer's explicit selections without receiving or collecting information identifying or specific to said consumer to preserve while preserving the privacy of said consumer.

53. (Currently amended) The computer readable medium of claim 45 58, wherein said database includes advertisements and wherein said code further comprises instructions for:
- selecting an advertisement from said database in accordance with said selected product/service criteria; and
 - displaying said advertisement along with said ranked list on ~~said~~ a processing device associated with said consumer.
54. (Currently amended) The computer readable medium of claim 45 58, wherein said code further comprises instruction for generating a report indicating a consumer trend from said market research data of consumer preferences ~~in said database~~ for a product/service category selected by an operator.
55. (Cancelled)
56. (New) A method for delivering product information and anonymously obtaining consumer preferences for a product/service category over a communications network from a plurality of consumers, comprising the steps of:
- anonymously receiving one or more product/service criteria for said product/service category from a consumer and at least one of said product/service criteria as a ranking parameter from said consumer, such that no information identifying or specific to said consumer is received or collected;
 - searching a database having product and service information for products or services in said product/service category based solely on said product/service criteria anonymously received from said consumer, such that the search is based solely on consumer's explicit search criteria;
 - ranking products or services in said product/service category satisfying said product/service criteria in accordance with said ranking parameter anonymously received from said consumer to provide a ranked list, thereby ranking the search result based solely on said consumer's explicit order of importance; and

storing said product/service criteria anonymously received from said consumer and said ranking parameter anonymously received from said consumer as market research data of consumer preferences, thereby anonymously obtaining market research data based solely on consumer's explicit selections without receiving or collecting information identifying or specific to said consumer to preserve the privacy of said consumer.

57. (New) A method for targeting advertisement over a communications network, comprising the steps of:

anonymously receiving one or more product/service criteria for said product/service category from a consumer and at least one of said product/service criteria as a ranking parameter from said consumer, such that no information identifying or specific to said consumer is received or collected;

searching a product database having product and service information for products or services in said product/service category based solely on said product/service criteria anonymously received from said consumer and an advertisement database for an advertisement based solely on said product/service criteria anonymously received from said consumer, such that searches are based solely on consumer's explicit search criteria;

ranking products or services in said product/service category satisfying said product/service criteria in accordance with said ranking parameter anonymously received from said consumer to provide a ranked list, thereby ranking the search result based solely on said consumer's explicit order of importance;

displaying said advertisement and said ranked list on a processing device associated with said consumer; and

storing said product/service criteria anonymously received from said consumer and said ranking parameter anonymously received from said consumer as market research data of consumer preferences, thereby anonymously obtaining market research data based solely on consumer's explicit selections without receiving or collecting information identifying or specific to said consumer to preserve the privacy of said consumer.

58. (New) A computer readable medium comprising code for delivering product information and anonymously obtaining consumer preferences for a product/service category over a communications network from a plurality of consumers, said code comprising instructions for:

anonymously receiving one or more product/service criteria for said product/service category from a consumer and at least one of said product/service criteria as a ranking parameter from said consumer, such that no information identifying or specific to said consumer is received or collected;

searching a database having product and service information for products or services in said product/service category based solely on said product/service criteria anonymously received from said consumer, such that the search is based solely on consumer's explicit search criteria;

ranking products or services in said product/service category satisfying said product/service criteria in accordance with said ranking parameter anonymously received from said consumer to provide a ranked list, thereby ranking the search result based solely on said consumer's explicit order of importance; and

storing said product/service criteria anonymously received from said consumer and said ranking parameter anonymously received from said consumer as market research data of consumer preferences, thereby anonymously obtaining market research data based solely on consumer's explicit selections without receiving or collecting information identifying or specific to said consumer to preserve the privacy of said consumer.

59. (New) A computer readable medium comprising code for targeting advertisement over a communications network, said code comprising instructions for:

anonymously receiving one or more product/service criteria for said product/service category from a consumer and at least one of said product/service criteria as a ranking parameter from said consumer, such that no information identifying or specific to said consumer is received or collected;

searching a product database having product and service information for products or services in said product/service category based solely on said product/service criteria anonymously received from said consumer and an advertisement database for an advertisement based solely on said product/service criteria anonymously received from said consumer, such that searches are based solely on consumer's explicit search criteria;

ranking products or services in said product/service category satisfying said product/service criteria in accordance with said ranking parameter anonymously received from said consumer to provide a ranked list, thereby ranking the search result based solely on said consumer's explicit order of importance;

displaying said advertisement and said ranked list on a processing device associated with said consumer; and

storing said product/service criteria anonymously received from said consumer and said ranking parameter anonymously received from said consumer as market research data of consumer preferences, thereby anonymously obtaining market research data based solely on consumer's explicit selections without receiving or collecting information identifying or specific to said consumer to preserve the privacy of said consumer.